CHAPTER 2

JAPANESE LIFESTYLE AND TRENDS IN THE FOOD BUSINESS
2-1. KEYWORD NO. 1: DIVERSITY

- Japanese people have a strong interest in “eating”
- Cuisines from all over the world can be found in Japan: not only Japanese food
- Cooking international cuisines at home

Team Foodex in an African restaurant.
2-1. KEYWORD NO. 2: NOVELTY

- The Japanese consumers are continuously searching for new products
- Looking out for new and different tastes
The number of working women is increasing, resulting in less time in the kitchen.

- Long life expectancy.
- Trend toward nuclear families.
- Microwave cooking is very popular.

2-1. KEYWORD NO. 3: EASY COOKING & EASY EATING

Easy Cooking
“Convenience stores” operating 24 hours a day are the driver of “easy eating”.

Food for busy people…
- More than 20% of Japanese men in their 20s and 30s rarely have breakfast.

People expect added value (healthy, safe, high quality, etc) with easy cooking products.
- easy + healthy = retort pouch with lower calories
- easy + safe = rice in a sterile package
- easy + high quality = pre-seasoned sauce
2-1. KEYWORD NO. 4: HEALTH & BEAUTY

Aging Society

Lifestyle Diseases

Health and Beauty Products
Food businesses are developing functional foods.

Conventional foodstuff is also attracting new attention.
- Sesames
- Cocoas
- Chocolates
- Variety of teas

“Low cholesterol”, “low calories”, “organic”
Various problems in the past made Japanese people sensitive to food safety.

- Traceability, no additives, no preservatives.
- Strict guidelines for labeling.
2-1. KEYWORD NO. 6:
LOW PRICE AND GOOD QUALITY

✓ Rise of the Private Brands, or Private Labels

*Private brand products: Developed by specific chain stores

- Seven-Eleven
- Aeon
2-1. KEYWORD NO. 7: ECO FOOD

- The recycling boxes for plastic trays, pet bottles and milk packages
- The logo expressing eco-friendly
- Thin bottles produced with less plastic
- Eco-bananas
The price of raw materials is rising in Japan, in line with the global price level increase.

Source: Ministry of Agriculture, Forestry and Fisheries (Wheat)
IMF Primary Commodity Prices (Sugar)
2-1. KEYWORDS FOR PACKAGING

- Eco-friendly
- Individual Consumption
- Convenience

- Less trash
- Refillable
- Individual cooking
- Small quantities
- Braille
- Re-sealable
- Gathered in 100g each
Situation of the damage *the figures are as of June 28th, 2011

-15,506 dead
-7,297 missing
-5,386 injured
-112,405 evacuated

-209,839 buildings are completely / half destroyed
-400,440 buildings are partly damaged / destroyed

Source: Cabinet Office, Government of Japan
2-1. KEYWORD NO. 9: AFTER THE GREAT EARTHQUAKE...

It is 220km away from Tokyo

Fukushima Dai-ichi Nuclear Power Plant accident area
2-1. KEYWORD NO. 9: AFTER THE GREAT EARTHQUAKE...

- Reconstruction and recovery following the earthquake.

Present status of operations as of April 29th

- Morioka to Shin Aomori: Resumed operation April 13th
- Ichinoseki to Morioka: Resumed operation April 23rd
- Sendai to Ichinoseki: Resumed operation April 29th
- Fukushima to Sendai: Resumed operation April 25th
- Nasushiobara to Fukushima: Resumed operation April 12th

Map showing rail route and status updates.
2-1. KEYWORD NO. 9: AFTER THE GREAT EARTHQUAKE...

Present status and prospects of production bases in the affected areas

- Whole manufacturing (70)
- Material Industry (46)
- Processing Industry (24)

Survey period: April 8-15, 2011

Affected areas: Aomori, Iwate, Miyagi, Fukushima, Ibaraki, Tochigi, Chiba
2-1. KEYWORD NO. 9: AFTER THE GREAT EARTHQUAKE...
2-1. KEYWORD NO. 9: AFTER THE GREAT EARTHQUAKE...

Electric power supply is expected to be tight this summer.

---

From the website of Ministry of Economy, Trade and Industry, Japan
The degree of economic slowdown is expected to be much less than after the Lehman Brothers Shock.